

FreshKeep Rwanda

2025



Prepared by MURENZI Norbert

Problem

Problems FreshKeep Rwanda observes and wants to solve.

PROBLEM 1

Post-harvest food loss due to poor storage

PROBLEM 2

Lack of cold chain access for rural farmers and vendors

PROBLEM 3

High electricity dependency and costs for small agribusinesses

Solution

These are ways FreshKeep Rwanda proposes to address them.



SOLUTION 1

Solar-powered mobile cold storage trailers that come to the farmer/vendor



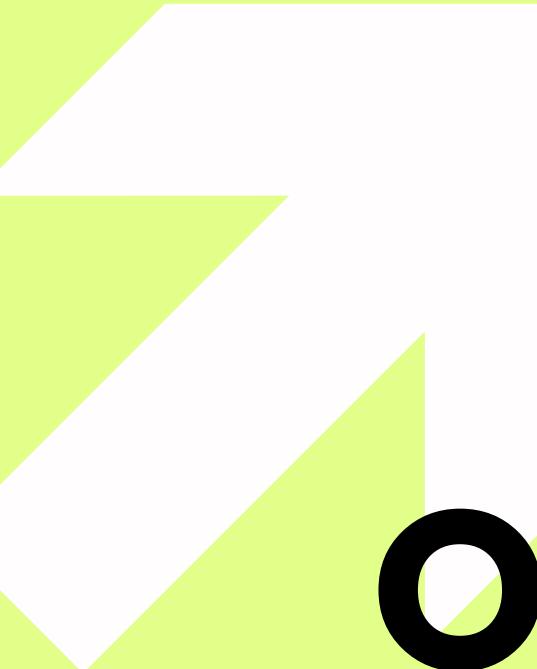
SOLUTION 2

Affordable short-term rental plans (hourly/daily)



SOLUTION 3

Preservation-as-a-service to reduce waste and increase seller profits



OUR PRODUCT



FreshKeep Rwanda provides solar-powered, mobile cold storage trailers that allow farmers, vendors, and delivery services to store fresh produce, milk, fish, or meat safely and affordably – anywhere, anytime.



STEP 3

2025-

STEP 2

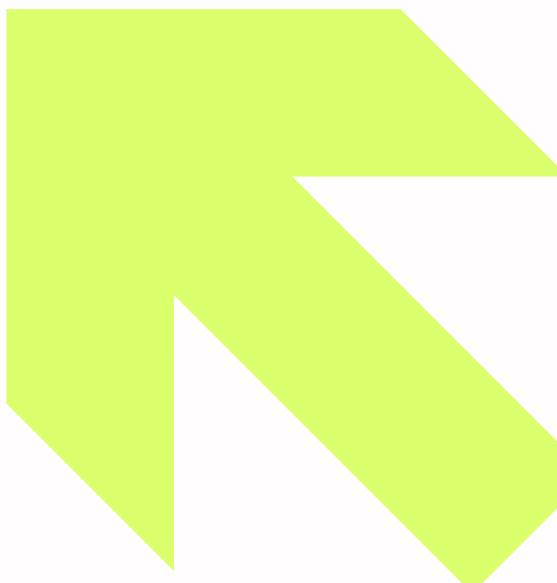
2025

STEP 1

2024



Birth of Product and Idea



November 2024

Problem identified during agribusiness coaching
in Kayonza.

February 2025

Concept sketched, demand confirmed via
surveys.

March 2025

First prototype designed and tested.

Mid-2025

Official launch of FreshKeep Rwanda.

SWOT Analysis



STRENGTH

- Mobile, solar, and eco-friendly
- Direct impact on farmer incomes
- Scalable model



OPPORTUNITY

- Huge post-harvest loss market
- Partnerships with cooperatives and NGOs



WEAKNESS

- High initial cost of unit production
- Limited brand awareness

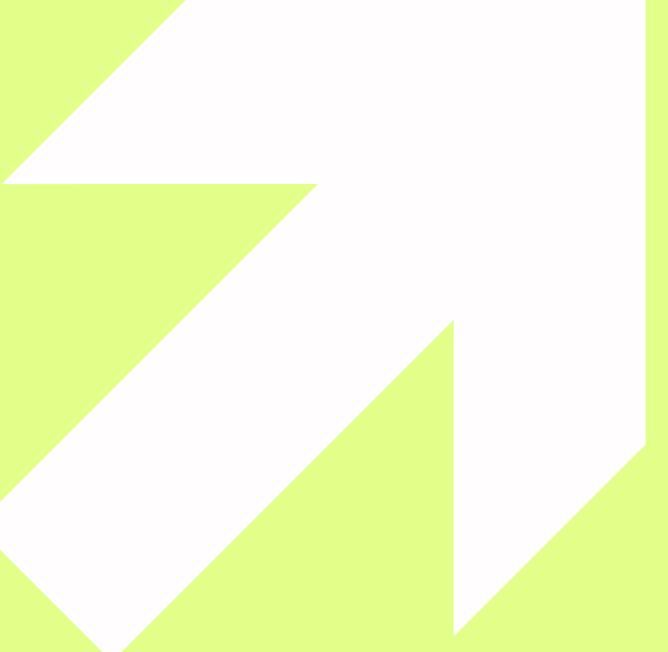


THREAT

- Government regulation shifts
- Larger logistics companies entering the market

Timing

Why Now?



REASON 1

Farmers and vendors need quick, low-cost solutions, especially during climate change-related heatwaves.

REASON 2

Rwanda's economy is pushing for agriculture transformation and green innovation – and FreshKeep fits both.



Trends Making This Possible Now:

1. Solar tech is cheaper and more reliable than ever.
2. Mobile tech adoption allows for digital bookings and mobile payments.
3. Government & donor focus on food systems resilience.

Target Market

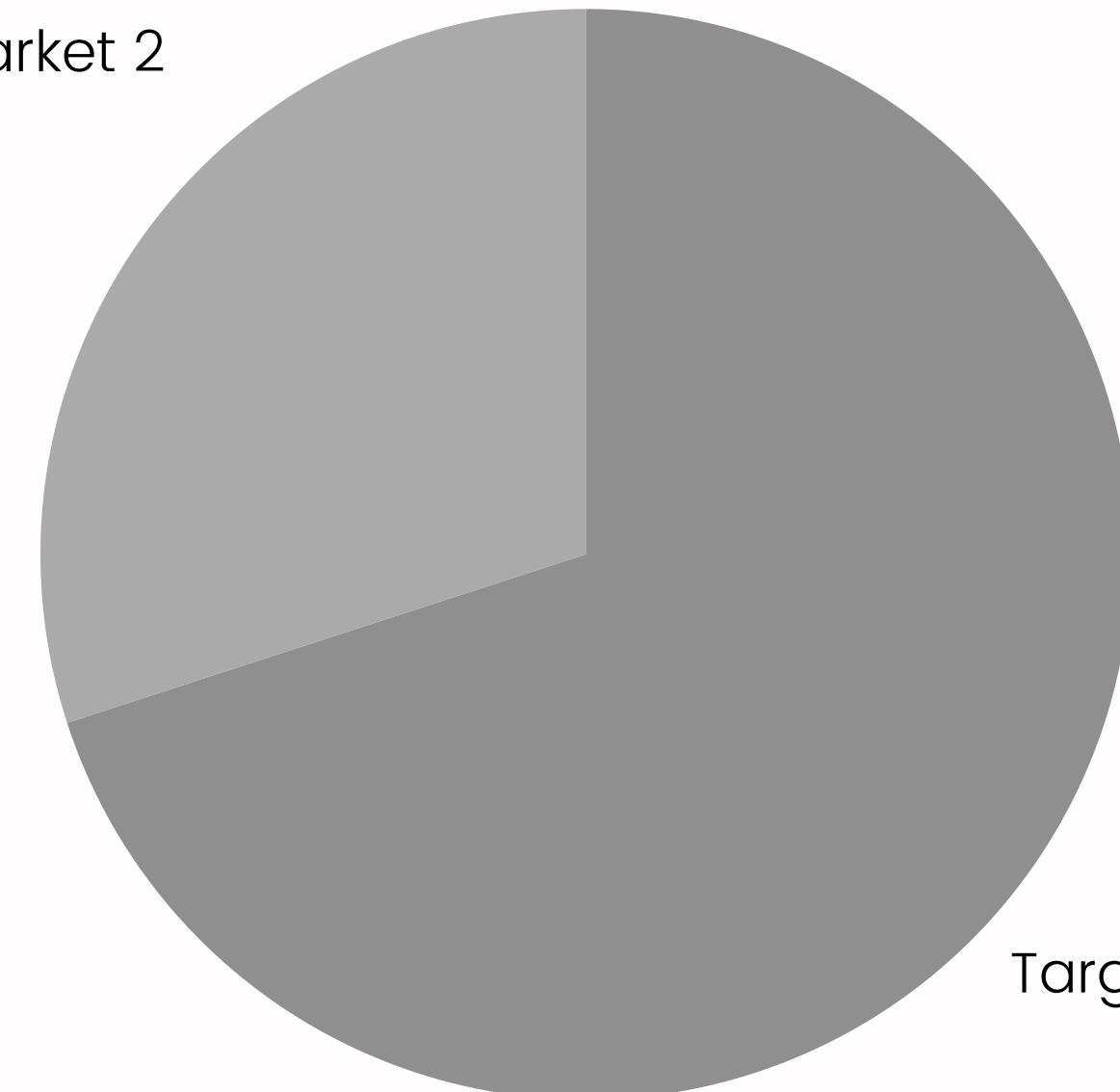
TARGET MARKET 1

Rural Smallholder Farmers – in high-production zones (e.g., Nyagatare, Kayonza).

TARGET MARKET 2

Urban & Peri-Urban Vendors/Wholesalers – in Kigali markets needing daily preservation.

Target Market 2
30%

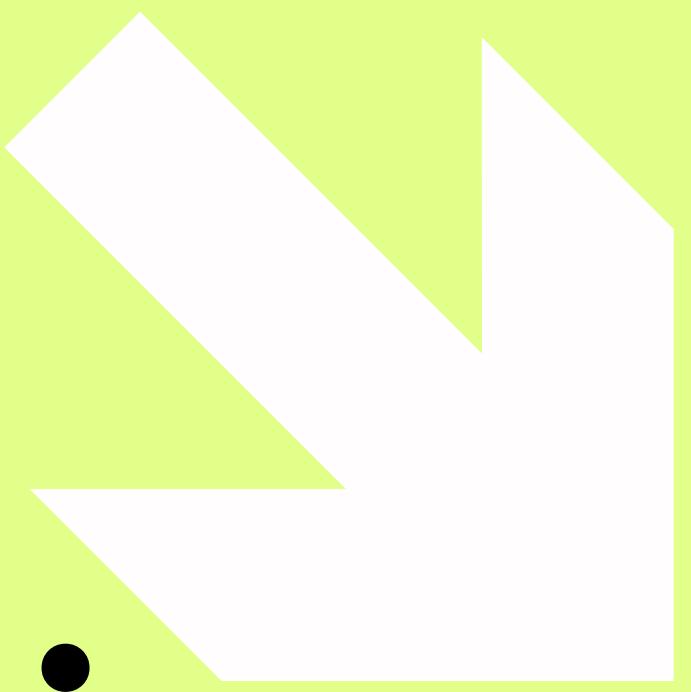


Target Market 1
70%

2025

Marketing Strategy

FreshKeep Rwanda



FreshKeep Rwanda will launch in high-yield farming areas, partnering with cooperatives and NGOs to offer affordable, mobile cold storage. Marketing will combine digital tools and local outreach, with trust built through pilot plans and farmer testimonials. Growth will follow a cluster-based expansion model for quality control and impact.

Contact Us

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MURENZI NORBERT

Project Developer

MURENZI Norbert, founder of FreshKeep Rwanda, combines his experience in land surveying and agribusiness coaching to address post-harvest losses in rural areas. Inspired by challenges faced by farmers, he developed FreshKeep as a mobile, solar-powered cold storage solution to reduce waste and boost incomes. He leads the project with a focus on impact and sustainability.



THANK YOU!

